

DUBLIN

COMMUNITY DEVELOPMENT TASK FORCE

MEETING # 4

JUNE 25th 2014

ECON. DEV.

 HOW WOULD YOU ENCOURAGE...

DEVELOPERS, PROPERTY OWNERS, BUSINESSES, INSTITUTIONAL INVESTORS
TO INVEST & LOCATE IN DUBLIN?

ACTIVATE THE AREA

o ADAPTIVE REUSE

o TENANT DRAW/MIX

o MIX OF USES

- SMART CHOICES FOR LONGTERM GAIN

o PROMOTE LOCATION IN BAY AREA

o ZONING/TRANSIT.

o CONSERVE OFFICE USES

o DRAW (NEW) TO DUBLIN?

• GOOD LOCATION
• MOCK UP OF A TECH PARK?

→ BUSINESS/WORKERS
→ LIVING/HOUSEHOLDERS

o PROMOTE FEW DESTINABILITY

o PROMOTE EDUCATED WORKFORCE & SCHOOL DISTRICTS

(SELL)
o PROMOTE DIRECT INCENTIVES TOOL BOX!

DUBLIN DUBLIN
SPECIFIC PLAN
MENU OF OPTIONS
CEQA PROCESS

- RESTAURANTS & RETAIL

SHOPPERS, DINERS & VISITORS TO CHOOSE DUBLIN?

o "FREE" NIGHTS

- MARKETS
- PARKING

o RIDE SHARE / SHUTTLE SERVICE

- FREE
- BART

o GOOD/INTERESTING DESTINATIONS

o PROMOTE LOCAL SHOPS/BUSINESSES

- WEEKLY PROGRAMS

- DAY AT THE GLEN

- MOVIE NIGHT

- HALLOWEEN CARRIAGE RIDE

- FESTIVALS SPONSORED

BY LOCAL BUSINESSES

- WE NEED MORE

UPSCALE TENANTS

HOMWORK REVIEW / DISCUSSION

Q1. DESIRABILITY

- WHAT DOES THIS TELL YOU FOR RECOMMENDING?
- DLC PROPERTY SHOULD BE DECIDED.

AL ^{SUBSIDISED} #1 ~~DOWNTOWN~~ DUBLIN. LAND COMPANY.
 USE 'GREEN' AS A LINK FOR PED CONNECTIVITY.

DLC 1 IS MORE IMPORTANT FOR COMMERCIAL
 DLC 2... MIXED USE
 DLC 3... DENSITY... 161 UNITS

Q2. TYPOLOGIES (RETAIL) - WHAT DOES THIS TELL YOU? - LITMUS TESTS FOR PROPOSALS...

- NSC
- HPN
- ESC
- FMS
- HPL

Q3. USES

STACKY PACK CITY?

- ENSURE MIX OF USE RELATES TO CONTEXT
- USE NEEDS TO DIVERSIFY DUBLIN...

- RETAIL
 GRAFTON STREET?
 NOW SUCCESSORS / TENANT LAB.
- OFFICE ✓
 DLC1 · CHEN?
- RESIDENTIAL
 · DL3
- MEDICAL
- MIXED USE ✓
 DLC2 · CHEN (FITNESS CENTRE)
- LIGHT INDUSTRIAL

JOBS!
 MORE
 SPACE!

Q4. DESIGN

- MATERIALS, TEXTURES, QUALITY...
 · SENSE OF PLACE / WALKABLE
- AMENITIES
 · WIND... ENVIRONMENT / SITE DESIGN · MICRO-CLIMATE · SOME PROGRAM
 · INTIMATE SPACES · OPEN SPACES FOR ENTERTAINING / MEETING
- CONNECTIVITY, ACCESS, SUSTAINABILITY
 · PARKING INCENTIVES DISTRICT · SOLAR ON PARKING LOTS... INCENTIVES? · BALANCE OF POLICY
 · MORE TREES... NATURE!!? · LEED · SOME BUILDING CODE · ENCOURAGE NOT NECESSARILY REQUIRE...

Q5. OTHER

OPEN DISCUSSION



WHAT ABOUT RESIDENTIAL?

- EXISTING VS PROPOSED
- OTHER USES & INFRASTRUCTURE CAN IMPACT EACH SITE FOR OUTCOMES.
- FOCUS OF TASK FORCE IS COMMERCIAL



HOW DO ONGOING DEVELOPMENTS RELATE TO THE TASK FORCE...?



WHAT ARE THE LEVEL RECOMMENDATIONS FOR THE TASK FORCE?

* → RECOMMENDATION FOR OFFICE DEVELOPMENT / JOBS

Economic Development Policy Adopted
* IN USE

D. DOWNTOWN DUBLIN

- DESIRABILITY
- CORNERSTONE OF DOW.
- KEYSITES
- * BURLINGTON SITE

- USES
 - RESIDENTIAL: 308 UNITS + 386 UNITS
 - MIXED USE: GROUND FLOOR RETAIL
 - COMMERCIAL
 - OFFICE
- NOT HIGH DENSITY
- DON'T LIKE LIKE
- RETAIL - WHAT'S PLANNED?

D. GREEN AT PARK PLACE

- DESIRABILITY
- SUPPORT WHAT IS SUBMITTED..
- OUTDOOR SPACE / GATHERING
- BART STATION

- USES
- RETAIL
- SOME OF RETAIL

D. GRAFTON PLAZA / PROMENADE

- DESIRABILITY
- FAUX MAIN STREET (GRAFTON) RELATE TO
- COMMUNITY WANTS MIXED USE GRAFTON STREET

- USES
- RETAIL
- RESIDENTIAL 80 UNITS
- PUBLIC / SEMI PUBLIC
- MIXED USE

WHAT FOR IT?

- DONOT MAKE TOTAL RESIDENTIAL
- KEEP A COMMERCIAL COMPONENT IN MIXED USE / FLEXIBLE

D. DLC DESIRABILITY

- FOR OFFICE COMMERCIAL
- GAS STATION INTEGRATION - FAUX MAIN STREET
- WATERFORD - RESURF - GRADE
- GRADE CHANGE
- APART 2 OR 3?

GEN. COMMERCIAL COMP BEHIND
NEED TO KEEP MIX WITH ALL SPACES

- USES
- RETAIL
- OFFICE - MEDICAL
- RETAIL FRONT / MIXED USE MAIN STREET FOR SOME OF TRAFFIC - WALKABLE
- RES. BACK
- RESIDENTIAL PROPORTION - ALL RES THEN 2 NEEDS BE COMMERCIAL / RETAIL
- GEN. COMM. RESIDENTIAL

D. CHEN PROPERTY

- DESIRABILITY
- HPN / HPL

- USES
- GENERAL COMMERCIAL
- OFFICE
- MANUFACTURING
- UPSCALE